



**A GENRE ANALYSIS OF SALES PROMOTION LETTERS
AND COMPANY PROFILES IN AN INDONESIAN BATIK
INDUSTRY**

DIAH KRISTINA

**DOCTOR OF PHILOSOPHY
UNIVERSITI UTARA MALAYSIA**

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**A thesis submitted to the College of Arts and Sciences in the fulfillment of the
requirements for the degree of Doctor of Philosophy in Applied Linguistics,
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ABSTRACT

This study explored sales promotion letters and company profiles of batik from two big batik companies in Solo, Central Java, Indonesia. Two types of data were used namely, words, phrases, and clauses taken from the company profiles and sales promotion letters of batik written in Bahasa Indonesia and the transcribed data obtained from in-depth interviews with the text writers and buyers. The research used theories of genre analysis focusing on patterns of rhetorical organization and genre-specific language features. In terms of data analysis, this study employed the multi-dimensional and multi-perspective model of analysis focusing on textual, socio-cognitive and ethnographic aspects of the texts. Based on the findings, this study arrives at five conclusions. Firstly, the strong influence of Javanese culture has made the underlying intention of getting the profit to be less explicitly stated. Secondly, the textual analysis and the in-depth interviews support the view that company profiles of batik had been effectively used to create a favorable image of the company. Thirdly, the most distinctive feature that differentiated establishing credentials in English and that of the Indonesian, especially in the batik business context, had been the use of moral obligation to preserve the native culture. Fourthly, the chemistry between writers and readers of sales promotion letters and company profiles of batik built a strong foundation for mutual understanding and thus paved the way for making purchases. Finally, this study has shown how the culture of the discourse community in particular, and the culture of the wider community in general contribute to the framing and formatting of sales promotion letters and company profiles of batik in terms of lexico-grammar, cognitive structuring, intertextuality and interdiscursivity.

ABSTRAK

Kajian ini meneliti surat promosi jualan dan profil syarikat daripada dua syarikat batik yang besar di Solo, Jawa Tengah, Indonesia. Dua bentuk data digunakan, iaitu perkataan, frasa dan klausa yang diambil daripada profil syarikat dan surat promosi jualan yang ditulis dalam Bahasa Indonesia; dan transkripsi temu bual secara mendalam dengan penulis teks dan pembeli. Kajian ini menggunakan teori analisis genre yang memberi fokus kepada corak organisasi retorik dan ciri bahasa spesifik-genre. Dari segi analisis data, kajian ini menggunakan model analisis multi-dimensi dan multi-perspektif yang menghalusi teks dari aspek tekstual, sosio-kognitif dan etnografi. Lima rumusan telah dibuat berdasarkan dapatan kajian. Pertama, pengaruh kuat daripada budaya Jawa menyebabkan niat tersirat untuk mendapatkan keuntungan tidak dinyatakan secara ketara. Kedua, analisis tekstual dan temu bual secara mendalam menyokong pandangan bahawa profil syarikat batik telah digunakan secara efektif untuk memberikan gambaran yang baik tentang syarikat. Ketiga, ciri yang paling ketara yang membezakan cara syarikat-syarikat ini memantapkan identiti mereka dalam bahasa Indonesia berbanding dengan bahasa Inggeris, terutamanya dalam konteks perniagaan batik, ialah penggunaan tanggungjawab moral untuk mengekalkan budaya kebangsaan. Keempat, keserasian antara penulis dengan pembaca surat promosi jualan dan profil syarikat batik membentuk asas yang kukuh untuk persefahaman bersama yang seterusnya merangsang pembelian. Akhir sekali, kajian ini telah memperlihatkan bagaimana budaya wacana komuniti, khususnya dan budaya komuniti yang luas amnya menyumbang kepada perancangan dan penghasilan format surat promosi jualan dan profil syarikat batik, dari segi leksiko-tatabahasa, struktur kognitif, intertekstualiti serta interdiskursiviti.

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Finally, I do realize that the thesis may have some limitations. Therefore, any positive inputs and criticism will be accepted.

Diah Kristina
Sintok, January, 2011

DEDICATION

This work is sincerely dedicated to my late grand-grand father, R.M.NG. Koesoemaningrat, late father, R.M. Sunarya Hardjokoesoemo, late mother, Sri Nuriyah Isnaini and late brother, R. Bambang Wijanarka. Thank you for bringing me to the world with love and care. The remembrance of you all provides me with a strong motivation to complete this study. May God forgive all of your sins and grant you a beautiful place in heaven.

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ABBREVIATIONS

BS	: Batik Semar
BDH	: Batik Danar Hadi
CP	: Company Profile
ESP	: English for Specific Purposes
GSP	: Generic Structure Potentials
NR	: New Rhetoric
SFL	: Systemic Functional Linguistics
SPL	: Sales Promotion Letters
SS	: Schematic Structure

CHAPTER I

INTRODUCTION

1.1 Background

The greater number of urban communities in big cities in Indonesia has strengthened the position of Bahasa Indonesia (BI) compared to the local ethnic languages like Javanese or Sundanese in responding to the need for socialization and business. This issue has been raised by Alwi et al. (1998) who pointed out that the growing number of users of BI has to do with a number of factors; one of the most significant factors has been the people's movement to big cities like Jakarta for a better living. Urbanization has forced people to put lower priority to their local languages. Likewise, Alwi et al. (1998:2-3) have suggested that the decision to promote a language as '*lingua franca*' in a community has always been motivated by political, economic, and demographic considerations.

In the context of Surakarta (Solo) city, the use of BI is noticeable in the business of used cars as studied by Purnanto (2002). It was reported that the use of BI among used cars brokers was mainly for advertising purposes in mass media such as newspaper and radio. However, formal Indonesian language is considered significant in business transactions which have legal implications like receipts or agreement letters.

Advertisement has probably been one of the most prominent types of printed promotional genres. Studies on Indonesian promotional texts generally focus on advertisement. The *attention-getting devices* that a printed advertisement employs (are among others) color, illustration, title, text, and logo. Kusrianti (2008) in her case study on advertisement of 'pigeon cosmetic product' found that being a persuasive oriented

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